



The LINCOLN Bulletin

Published weekly for the Field Representatives of
THE LINCOLN NATIONAL LIFE INSURANCE COMPANY
Fort Wayne, Ind.

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December 19, 1955



It's Time to Plan Lincoln Month Activity!

Variety of Promotional Material Affords Unusual Opportunity to LNL Agents

In February, Abraham Lincoln's birth month, LNL representatives have an unusual opportunity to develop wider personal contacts and build good will by promoting interest in Lincoln and his life. The Company has an excellent supply of dignified and authentic promotional material on the Great Emancipator. Although valuable throughout the year, they are especially timely for use in February. These items, plus the consulting service of the Lincoln National Life Foundation, can make you the natural source of Lincoln data in your community. With February just six weeks away, this is the time to plan your Lincoln month activities and order your Lincoln material.

The Lincoln National Life Foundation

On Lincoln's birthday, February 12, 1928, the Company established the Lincoln National Life Foundation for the purpose of fostering interest in Abraham Lincoln and contributing to Lincoln lore through original study and research.

The Foundation, under the direction of Dr. Louis A. Warren, has become the center of Lincoln information in America. The Home Office building houses the largest collection of literature ever assembled in one place about one man (Biblical characters excepted).

As the personal representative in your community of the Foundation, you can be of service in all matters pertaining to Lincoln—and at the same time create desirable personal publicity and contacts.

What You Can Do

This *Bulletin* describes much of the Lincoln material at your disposal and suggests ways in which it can be used to advantage by you, not only in February but *throughout the year*.

There are five basic activities available to you. You can

1. Secure newspaper, T.V., and radio publicity.
2. Use Lincoln displays.
3. Work with the schools.

4. Contact program chairmen.
5. Cement your regular contacts.

Newspapers, TV And Radio

Newspaper editors and TV and radio station program directors are good people to know. They work with media that reach large numbers of people in your community.

Again available for radio broadcast are the two transcribed Lincoln talks by Dr. Warren. The reception given these transcriptions since they were introduced two years ago has proved that radio stations are interested in talks of this type as a public service activity—particularly a Lincoln talk on Lincoln's birthday. Here is an opportunity for you to offer your local radio station one or two recorded talks by LNL's nationally known Lincoln authority.

Both talks, which are designed for 15-minute programs, are on a single transcription disc, thus offering the station a choice of either subject. On one side, Dr. Warren speaks on "The Eloquence of Lincoln." This 13-minute, 25-second talk reveals and explains the origin and evolution of the Gettysburg Address and other outstanding Lincoln orations.

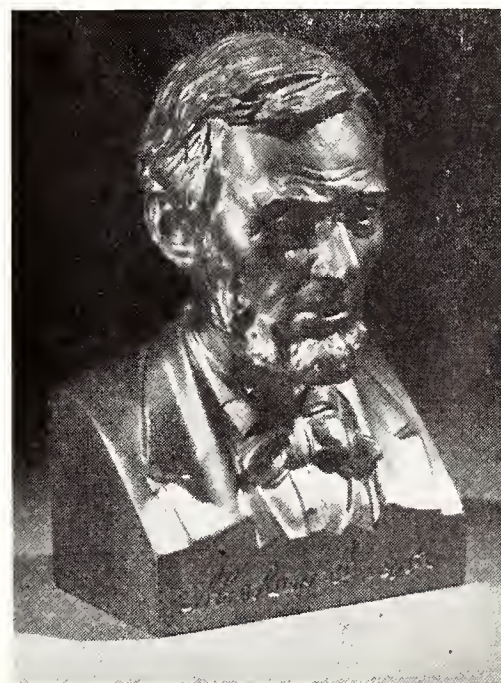
The second talk is "America's Darkest Day," 12 minutes, 25 seconds, in which Dr. Warren explains how the assassination of Lincoln

changed the social, economic and political life of the nation. *The number of transcriptions is limited and they are loaned to you free of charge on a first-come-first-served basis.* Please request a transcription only if you feel it will be used.

The length of the talks permits the local station to add the necessary introductory and closing announcements and credits within the 15-minute period. There is no Company mention in either recording. Directions for you and information for the radio station accompany each transcription. *Records must be returned as soon as possible after use so they will be available to others.*

For both newspaper and radio use there is a compilation* of interesting, unusual facts about Abraham Lincoln which can be used in many ways. It is tailor-made for the feature editor or program director.
(Continued on page 2)

*Can be ordered at no cost from Agency-Supply.



Lincoln Head Bank.....\$1.00

rector who wants to present some little-known facts about Lincoln on February 12. Here is another interesting possibility. Some papers feature local columnists who present unusual facts about interesting people in the community. Perhaps you can qualify as a subject for one of these columnists by providing him with little-known facts about Lincoln. Then he can refer to you as the man who provided the information, etc.

You have much other Lincoln material — four Lincoln speeches (for local live broadcasts), fifteen Lincoln leaflets, many authoritative booklets and a Lincoln questionnaire listing answers to 100 questions most often asked about Lincoln. A concise listing of the many items can be found in your catalog of sales helps and supplies. In addition, you can secure direct from the Lincoln Foundation authoritative answers to many unusual Lincoln questions. Dr. Warren has Lincoln information catalogued in more than 4,000 subject classifications and is ready to help you establish yourself as the center of Lincoln information in your community.

Don't overlook the great popularity of TV. The Lincoln displays lend themselves well to this medium. The cabin display, the hands display, the international Lincoln display—all can be used as part of an interesting and authentic Lincoln presentation. There is an in-

teresting story behind each display, a story which may cause the program director to want to use it. For more details see the descriptions of these displays. Contact your local TV station's program director. Show him what you have and let him carry the ball.

Lincoln Items

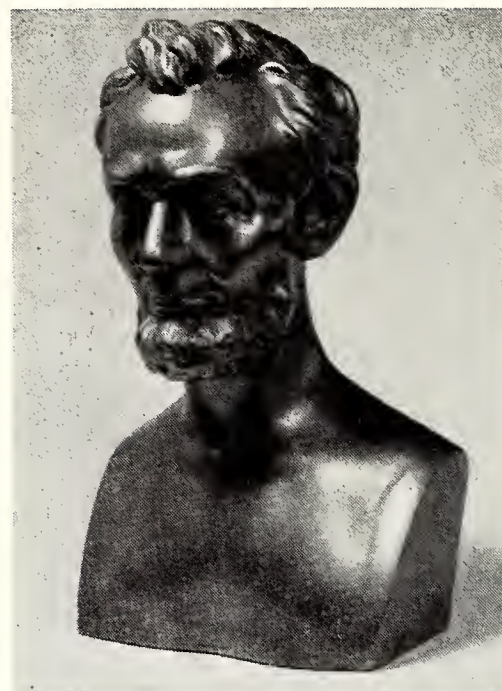
Some of the more popular Lincoln co-operative purchase items are shown on the opposite page. The complete list is shown on the requisition form enclosed with this Bulletin.

Penny Coin Cards. Introduced early this year, the Penny Coin Cards have been a popular item. Each of the two hinged sections holds 30 Lincoln pennies, with dates running from 1909 to 1968. A separating flap contains interesting information about the Lincoln penny. The cost is 10¢ each.

Lincoln Displays

Lincoln displays have proved to be highly effective in securing publicity. They vary in size and style and can be adapted to a wide variety of uses. They can be used in:

1. Store windows, large and small.
2. Lobbies of office buildings, banks, hotels, theaters, large restaurants, and post offices.
3. Booths at fairs, merchandising shows, etc.
4. Book or picture sections of department stores.
5. Public libraries, universities,



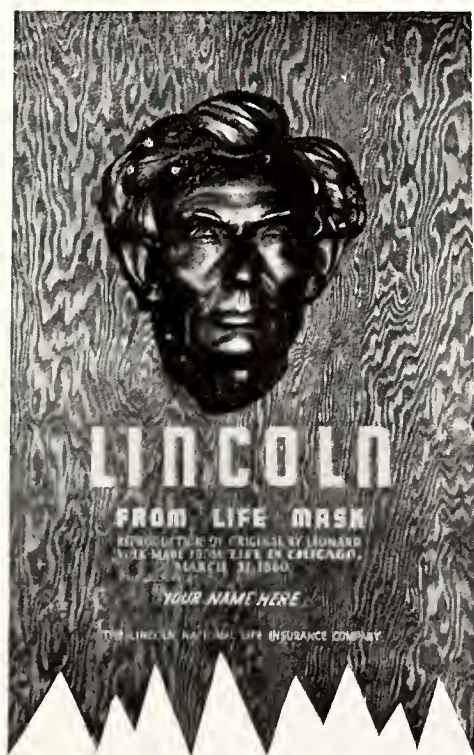
Bust by Bastiani.....\$2.50

business colleges, schools, public buildings, lodge rooms, and clubs.

6. Private and public museums.
7. Lincoln Day meetings.
8. TV presentations.

Note: Space for your own imprint is provided with each display. You can arrange to have this taken care of locally.

Lincoln Cabin Display. This exhibit which reproduces in miniature the Lincoln birthplace farm is a real
(Continued on page 4)



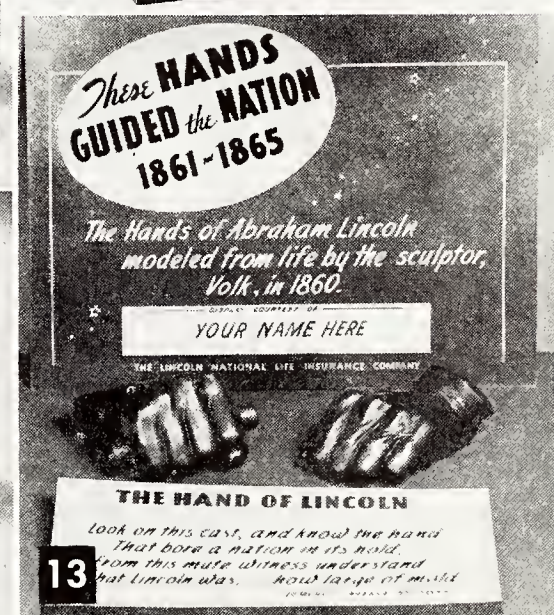
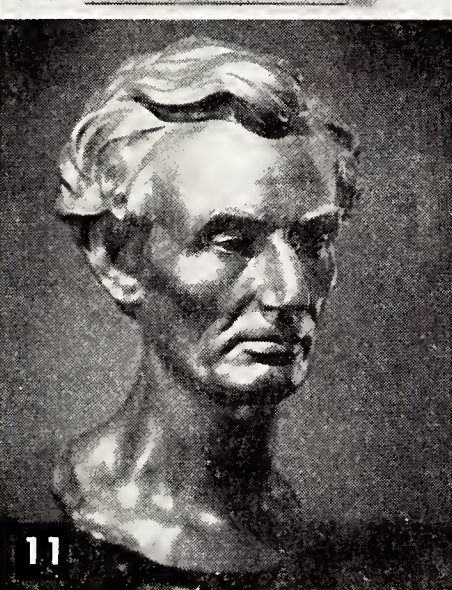
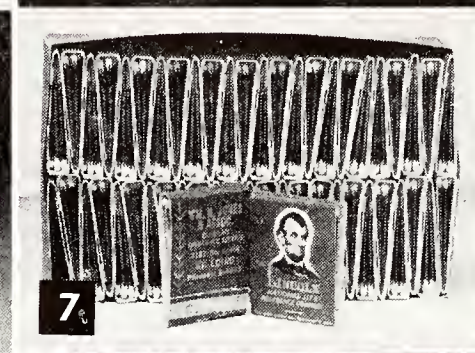
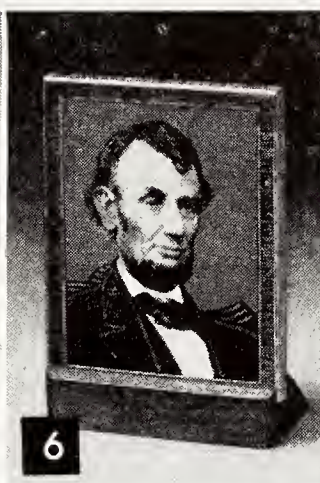
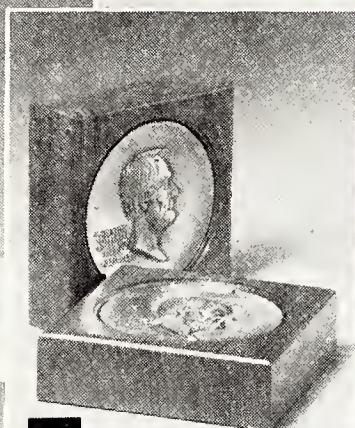
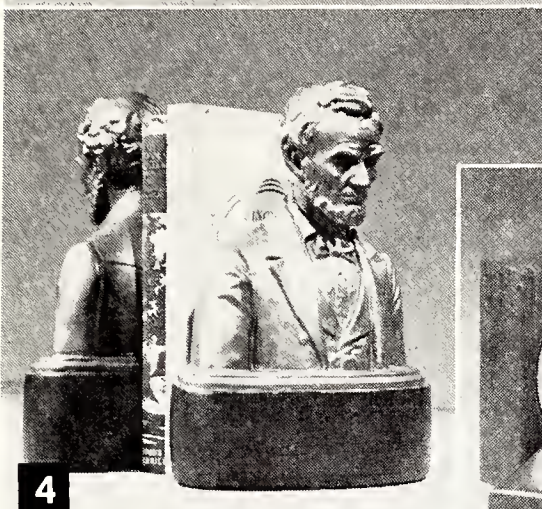
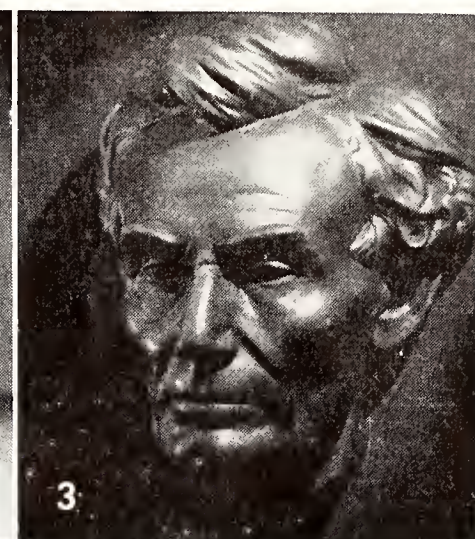
Lincoln Head Display.....\$4.00



Lincoln Cabin Display (complete).....\$2.50

Placards only (per set)......75

Here Are Some Popular Lincoln Items



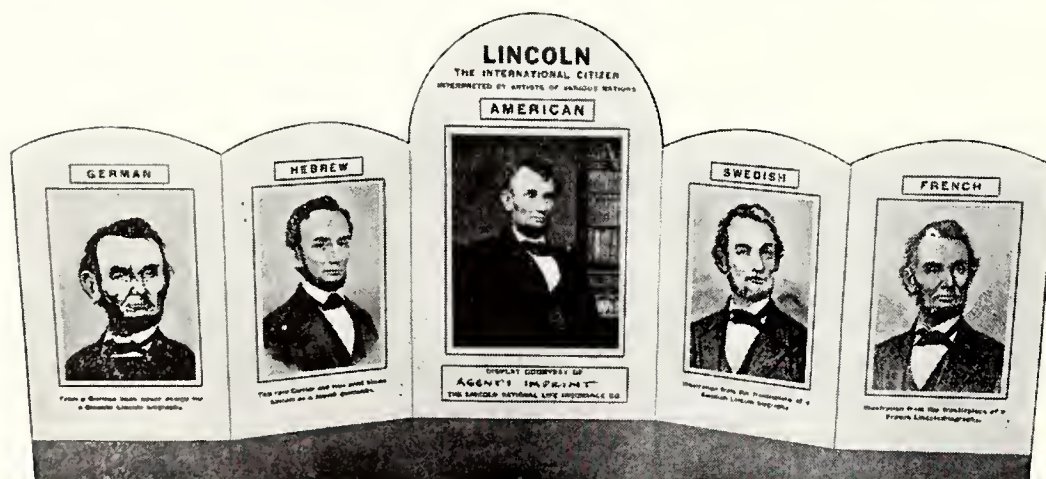
1. Gavel from Lincoln's birthplace farm.
2. French book ends.
4. Head by Volk.
4. Rebeck book ends.

5. Walnut paper weights with inlaid medallion.
6. Pyraglass plaque with base.
7. Book matches (imprinted).
8. Playing cards (double deck).

9. Latest books about Lincoln.
10. Transparent plastic paper weights.
11. Bust by Volk.
12. Penny coin cards.
13. Hands display.



Lincoln at Gettysburg Display.....50¢



International Lincoln Display.....50¢

attention-getter. The cabin and fence are made from wood cut on the original Lincoln farm, near Hodgenville, Kentucky. The red earth which accompanies the display also comes from Lincoln's birthplace. Designed for a space approximately 40" x 50", the exhibit comes to you complete with descriptive placards with space for your imprint.

The Lincoln Head Display. This striking exhibit, suitable for walls or windows, features an impressive Lincoln head reproduced from the original life mask by Leonard Volk. It is mounted on walnut stained plywood. The background board, 18" x 30", contains explanatory copy and space for your imprint.

Lincoln Hands Display. The hands that guide the nation were impor-

tant in Civil War days. And they still are today! The Hands Display reproduces an arresting heading built around this idea, and features life-size replicas of Lincoln's hands molded in bronze-finish composition material. A descriptive card with space for your imprint and a card reproducing a poem about Lincoln's hands are included in the exhibit.

The International Citizen Display. With world problems dominating the news pages and television and radio news programs, this display is particularly appropriate now. It reproduces four portraits of Lincoln as interpreted by foreign artists who present Lincoln with the racial characteristics of the various countries. The display also carries the full-color portrait of Lincoln under

which is space for your imprint. Overall size, 16" x 40".

Lincoln at Gettysburg Display. Here in Lincoln's own handwriting, is his immortal Gettysburg address. Also featured is the Company's famous charcoal drawing, "Lincoln at Gettysburg," by M. Leone Bracker. Reproduced in two colors, it measures 28" x 42", yet this entire exhibit, equipped with a demountable steel easel, comes to you in a mailing tube. The display will stand by itself or hang on a wall. Room for your imprint at the bottom. Supplementing this display, you could make available either the facsimile Gettysburg Address or the pamphlet, "Little Known Facts About the Gettysburg Address" (Form 2805).

Patriotic Placards. Lincoln's declarations about our form of government are especially pertinent now. The patriotic placards feature, in addition to Lincoln's portrait, four timeless, thought-provoking statements. Printed in red, white and blue on heavy cardboard 14" x 20" with easel backs and space for your imprint.

The Schools

Many Lincoln representatives have successfully promoted Lincoln essay contests and Gettysburg Address recitation contests in the schools. These contests, which can be held every year, afford excellent opportunities for making desirable contacts. Lincoln items such as books, busts, and bookends make desirable prizes for the winners, and Gettysburg Address facsimiles are welcomed by each pupil taking part. Also available are mimeographed copies of a school playlet which you can sponsor. It is entitled, "Why Lincoln Grew A Beard." In working with the schools you not only contact teachers who themselves are good life insurance prospects, but the door is also opened for you to contact the children's families.

Mimeographed copies of the playlet as well as instruction sheets for sponsoring an essay contest may be ordered on the enclosed order form.

Program Chairmen

Luncheon clubs, business colleges, women's clubs, veterans organizations, schools, and churches—among others—will be arranging Lincoln programs in February. You can make valuable contacts while helping the program chairmen prepare for these events. Or you can gain considerable prestige and publicity by delivering such a talk yourself. You have available four Lincoln speeches suitable for delivery be-

fore general audiences. The titles are: "Lincoln's Early Vocations," "Lincoln the Prairie Lawyer," "Lincoln the Patriot," and "Abraham Lincoln, Commander-in-Chief." (Use order form).

At these meetings you could also distribute some inexpensive but highly-valued Lincoln mementos: The Gettysburg Address facsimile, the famous Bixby letter in Lincoln's handwriting, the small black and white Brady photographs (Form 1966), Lincoln leaflets (15 subjects), Lincoln booklets, or a full-color Lincoln portrait (3 sizes). This is the finest color picture of Lincoln available, and since LNL owns the original T. Hamilton Crawford portrait, these reproductions are available only through you.

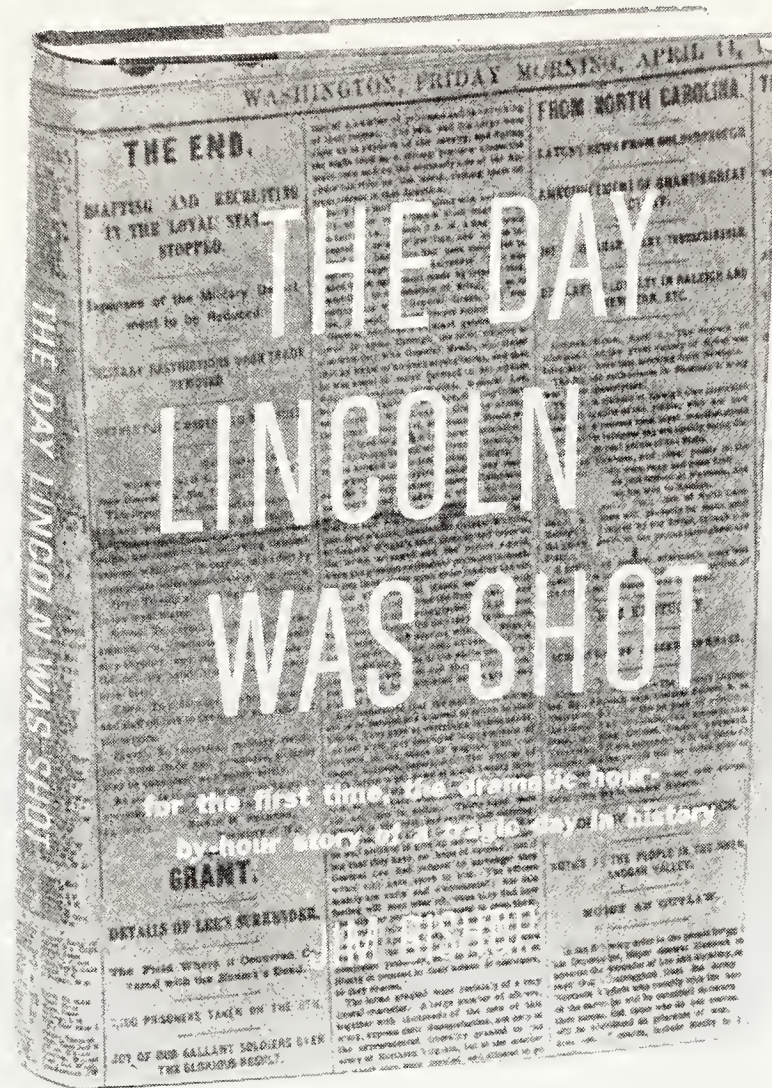
The gavel shown on page 3 has several uses. Lincoln Day Meeting chairmen would be glad to establish a tradition of calling the meeting to order with a gavel made from wood grown on the Lincoln birthplace farm. You could arrange either to receive mention or to present the gavel. Other clubs, too, might like to present such a gavel each year to the incoming president.

Your Regular Contacts

In addition to the leaflets, pictures, booklets, etc. already described, there are many other Lincoln items you can use in your regular contacts in February and throughout the year. A Lincoln book with your card enclosed makes a dignified, appropriate gift which keeps your association with Lincoln National Life before your clients. Some Lincoln representatives have found it worth while to present a small Lincoln library to a school, club, or valued contact. Some of the more popular Lincoln items are shown on page 3. Of these, the full-color Pyraglass Lincoln plaque and the beautiful Lincoln paper weights are particularly appropriate for home or office. One paper weight features a bronze Lincoln medallion molded in transparent plastic. The other, a bronze Lincoln medallion in a solid walnut base. And remember that Lincoln bridge and gin rummy score pads and book matches take on added value in February because they feature a Lincoln portrait. Your clients will appreciate them now, more than ever.

Reeves Addresses ALIC

Gordon C. Reeves, General Counsel, addressed the Association of Life Insurance Counsel at its annual meeting in New York on December



NEW LINCOLN BOOK. One of the most exciting ever written about Lincoln. The author, Jim Bishop, has set forth the complete record of the dramatic events which occurred on the day Lincoln was shot in a tense, suspenseful story. "The Day Lincoln Was Shot" will be fascinating reading for you and an excellent gift item for Christmas. Available through Agency-Supply at \$2.20 per copy.

12. Mr. Reeves spoke on recent development in the field of Group insurance.

Package Plan Sale Bonanza for Lovisa

The very first group package plan sold by agent V. V. Lovisa, New Orleans, back in December of 1954 is an effective illustration of some of the basic truths about Group selling. For Val learned that with his client, a small construction firm of 10 lives, he was able to become quite close to the management and employees alike. He also found that the by-products of Group selling may not come immediately, but are a potential gold mine to be staked out and developed.

At the time Val sold the original Group plan, he also sold the firm's

owner a \$10,000 policy rated table H. Since then the company has had several claims and has been very much impressed with the service they receive from Val and the Lincoln. In the meanwhile his diligence and service has been rewarded throughout the year, since he has sold \$10,000 of insurance on each of the lives of 8 employees, and there are two more applications pending. When this business is all totalled, it will mean \$115,000 of paid Ordinary volume, in addition to the original Group package plan sale.

Happiness does not come from possessions, but from our appreciation of them. It does not come from our work, but from our attitude toward that work. It does not come from success, but from the spiritual growth we attain in achieving that success.

Higher Learning at the Seventh Training School



Upper left—class officers: Joe Maynard, president; Ray Lemmon, vice president; Ned Barrett, treasurer; and George Askew, sergeant-at-arms.

Upper right—Jack Beek has a question for Cliff Gamble during a problem session. Others at the table are, left to right: Chris Erickson, Jack Ebbert, Ned Barrett, and George Askew.

Center, left—Tom Goodman reports on a group project on prospecting.

Center, right—The class sings the Training School theme song at the graduation luncheon.

Below—Jack Beek (left photo), premium income leader of the class, and George Askew, volume leader, receive their diplomas from Jack Rawles.

NOTICE OF PAYMENT DUE				THE LINCOLN NATIONAL LIFE INSURANCE COMPANY FORT WAYNE, INDIANA			
REX H. DILLON SUNDANCE WYO		11	DUE DATE MONTH DAY YEAR JAN 28 1956 FOR 1 MONTH 1329634	13.24 PREMIUM			
PEGGY SUE DILLON		2		6.34 LOAN INT			
543		5634	43691	19.58 AMT DUE			

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY FORT WAYNE, INDIANA			
PLEASE RETURN THIS STUB WITH YOUR PAYMENT		DUE DATE MONTH DAY YEAR JAN 28 1956 FOR 1 MONTH 1329634	13.24 PREMIUM
			6.34 LOAN INT
			19.58 AMT DUE

LNL Discontinues Premium Receipts

Starting January 1, the Company will discontinue the use of premium receipts, and the new premium notice shown above is now being sent to policyholders. Enclosed with the notice is an explanatory message which tells policyholders about the new system and offers instructions for its use. This enclosure also contains the information you need about the changeover, and reads:

"Modern business has long recognized a cancelled check or money order receipt as satisfactory evidence of payment. In recognition of this well established fact, many life insurance companies have discontinued issuing premium receipts unless they are specifically requested at the time of payment.

"Our Company is pleased to announce this step forward to more

efficient operation, and has designed and adopted the enclosed type of notice.

"When paying by check or money order, please enclose the notice stub and retain the record of payment as a memorandum of your payment.

"When paying in cash at a Branch Office, please bring both parts of the notice. The record of payment will be receipted at the time of payment.

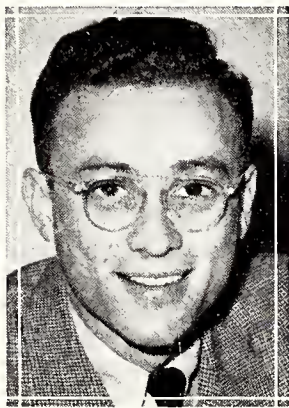
"We feel confident that you will approve of these changes to a modern and efficient procedure."

Additional Minute-Men

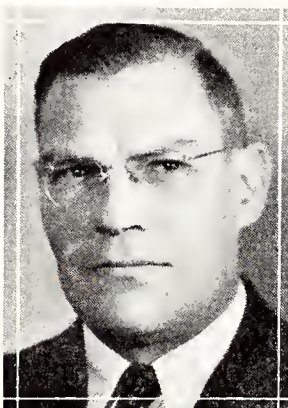
Photo not available—
J. S. Voltz,
Slick Agency
1st Year



H. M. Bateman
Isaacson
8th Year



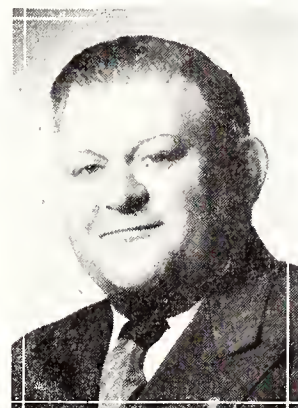
L. H. Benson, CLU
Feder
3rd Year



R. D. FitzGerald
Keller
2nd Year



L. S. Isaacson
Isaacson
8th Year



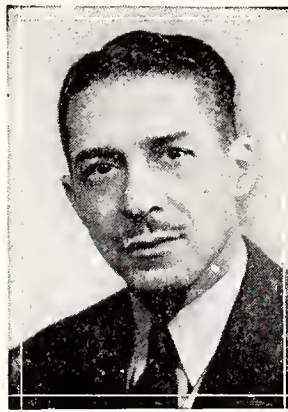
G. D. Lanham
Carothers
6th Year



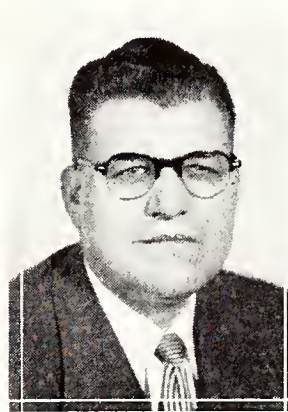
R. A. Murray
Helvie
2nd Year



L. F. Richardson
Webb
18th Year



Robert Rosenbaum
Lawrence
11th Year



J. M. Winget
Isaacson
4th Cons. Year



L. E. Wolfe, Jr.
Fargo
2nd Cons. Year

Sales Drive Birthday Party Surprises Silin

Members of the H. M. Silin agency, Erie, Pa., Cross Month pace-setters in the quota-busting department, threw a double surprise in honor of their general agent a few weeks ago.

At the start of the final week of Cross Month, Mr. Silin walked into his office to find the entire agency gathered around a large cardboard cake. The cake was mounted on the wall and bore candles representing submitted applications and the personal greetings of individual agents. It turned out that the preceding week had been designated "Silin Week," and the agency had turned in another bang-up performance in his honor.

Then on Saturday night, December 3rd, the day before Mr. Silin's birthday, the Silins were out to dinner when they received a telephone call from the baby sitter. A somewhat fearful tale of illness at home brought the couple racing back to their house, where they received the full, rousing surprise-party treatment from a gathering of all the Erie representatives.

The two events, which, incidentally, were conceived and coordinated by Mrs. Bernadette Ziroli, agency cashier, were deeply appreciated by Mr. Silin, and were crowning moments to the greatest month in the agency's history.

A New Year's Sales Resolution

About this time of year, when you're thinking and planning for next year's sales, give a few hours to cleaning out your prospect files. True, there might be prospects there that will eventually buy from you or from someone else. But, undoubtedly, there are some, too, who never will buy. Can you recognize them?

Prospects can be found every day if you're on the lookout for them. No matter how thoroughly you weed out the names you now have, there will always be other good prospects to take their place.

It's far better to take the chance of discarding a future buyer than to take the risk of becoming complacent with a full prospect file that might not furnish a week's supply of calls. So before the new year begins, go over your list of prospects and weed out the ones you believe can't or won't buy.

—Bulletin of the
J. L. Lawrence Agency



The gang whoops it up at the surprise birthday party held in honor of H. M. Silin, CLU (seated, foreground), general agent in Erie.

CLOSING DATE FOR 1955 PAID BUSINESS IS DECEMBER 28

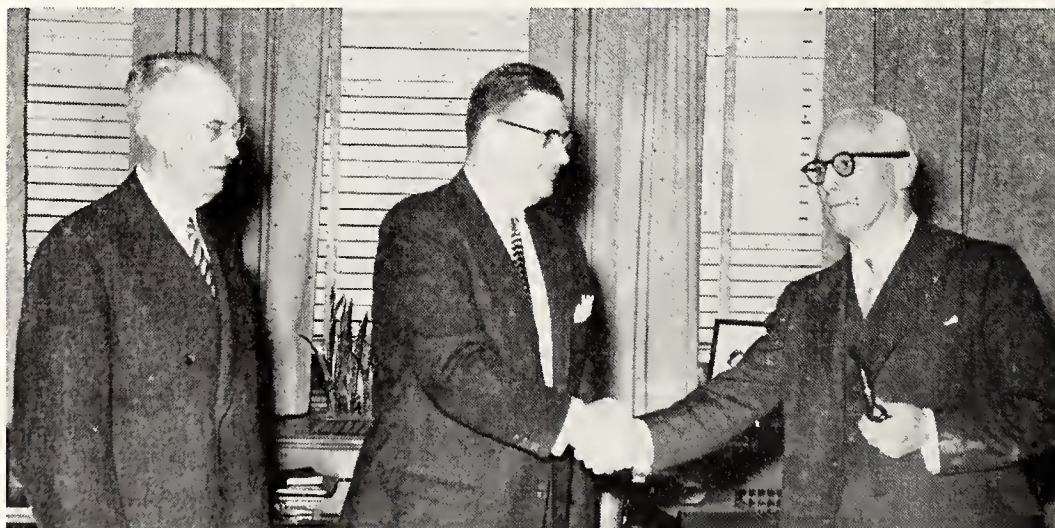
At the end of the year, all business to be counted in the year closing must be submitted in sufficient time for the Home Office to complete the work of issue and to receive the first premium on or before Wednesday, December 28. No remittances received after December 28 will be counted for the year just closing, but will be credited in the year following.

All business to be paid for must be completed in every respect. Any supplements or additional requirements necessary must be in the Home Office on December 28.

Business produced by agents operating through branch offices must be in the Collection office cashier's hands in sufficient time so that his reports will reach the Home Office on or before December 28.

In view of delays in the mails at the end of the year, payments should be mailed as early as possible.

Busy First Day for Persons



During a busy first day at the Home Office, Henry W. Persons (center), Second Vice President, got acquainted with many of his new Lincoln Life associates. While visiting with Mr. Cross he met A. H. Hettinger, Jr. (right) of New York, LNL Director, who was in Fort Wayne that day for the quarterly meeting of the Board of Directors.